

MUSIC IN THE VILLAGE

2026 SPONSORSHIP & ACTIVATION OPPORTUNITIES

October 17, 2026 | Kleinburg Village, Ontario

ABOUT THE EVENT

Music in the Village is a brand-new community event taking place in Kleinburg Village on **Saturday, October 17, 2026**, bringing together local businesses, residents, visitors, musicians, makers and community organizations for an afternoon and evening of music, entertainment and village engagement.

At the heart of the event will be the **Music Lounge** — a dedicated destination where visitors can relax, enjoy live music, discover local businesses and interact with engaging experiences.

We are inviting local and regional businesses to become **Activation Sponsors**, giving brands the opportunity to directly connect with attendees through memorable, interactive experiences rather than simply receiving logo placement.

SPONSOR AN EXPERIENCE

Music in the Village offers individual activation opportunities. Sponsors can select an experience that aligns with their brand, audience and marketing objectives.

1. MUSIC IN THE VILLAGE PHOTO BOOTH

Photo Booth Sponsor — \$2500

Give visitors something they'll want to share.

The sponsor will support a professional interactive photo booth within the Music Lounge, with your business logo on each photo, creating a social-media-friendly experience throughout the event.

Includes:

- Branded photo booth
- Sponsor logo/branding incorporated into the activation
- Custom event-branded photo template
- Opportunity to include sponsor messaging on photographs

2. LIVE MUSIC/ ENTERTAINMENT SPONSOR

Music Sponsor — \$2500

Put your brand directly behind the reason everyone is coming together , the music.

The sponsor becomes the supporting partner of the live performances taking place throughout the Music Lounge.

Includes:

- “Live Music presented by [Sponsor]” recognition
- Sponsor logo displayed around the Music Lounge
- Verbal recognition during performances ??
- Social media recognition
- Opportunity for sponsor representative(s) to attend the event

3. GAMES SPONSOR

Games Sponsor — \$2200

Bring some friendly competition to Kleinburg.

Sponsor a collection of oversized lawn games positioned within the Music Lounge.

Potential games could include:

- Charge and Chill
- Giant Jenga
- Jumbotowa
- Cornhole
- Lawn games package
- And more

Includes:

- Branded game
- Sponsor signage
- “Games brought to you by [Sponsor]”
- Social media recognition
- Opportunity to provide branded prizes

4. KIDS’ CORNER / FAMILY ACTIVATION

Family Fun Sponsor — \$1500

Kids corner is a vibrant, engaging area designed specifically for families to enjoy. This activation provides a welcoming space for parents and children to relax and have fun, ensuring families feel included in the Music in the Village experience.

Includes:

- Branded signage with sponsor logo/messaging at the Kids’ Corner entrance
- Dedicated onsite facilitator to manage activities and engage with families
- Engaging family-friendly activities (e.g., arts and crafts, face painting, or caricature artists)
- Social media recognition as the Family Fun Sponsor
- Opportunity to provide branded giveaways or promotional materials for children

5. THE MUSIC IN THE VILLAGE PHOTO BACK DROP

Photo Moment Sponsor — \$1500

Create the photograph everyone wants to take.

A custom **Music in the Village** 8 x 8 greenery backdrop provides a high-visibility social media opportunity.

Includes:

- 8 x 8 greenery wall with branded signed
- Sponsor branding incorporated into the installation

- Logo placement
- Social media recognition
- Opportunity to provide branded props



6. MUSIC LETTER SPONSOR

Music Letter Sponsor — \$800

Bring the light to the Music Lounge with a giant, illuminated "MUSIC" sign. This high-impact visual installation serves as the ultimate photo opportunity for attendees, ensuring your brand is at the center of the event's most shareable moments.

Includes:

- Large-scale, illuminated "MUSIC" marquee letters
- Custom signage placed next to the letters, featuring your brand logo and messaging (e.g., "Presented by [Sponsor]")
- Prime placement within the Music Lounge for maximum visibility and social media engagement
- Social media recognition
- Opportunity for photo-ready branding to be featured in attendee content throughout the event



WHAT EVERY ACTIVATION SPONSOR RECEIVES

To make the packages easy to sell, every sponsor will get a consistent base level of exposure with the activation itself being the main differentiator

Depending on the package, this can include:

- ✓ Logo inclusion on relevant event marketing
- ✓ Social media recognition
- ✓ On-site sponsor signage
- ✓ Opportunity to provide promotional materials



- ✓ Opportunity for staff/representatives to attend
- ✓ Association with a community-focused Kleinburg event
- ✓ Photography/content from the activation for post-event marketing

PROPOSED SPONSORSHIP MENU

Activation	Suggested Investment
Photo Booth	\$2,500
Live Music/ Entertainment	\$2,500
Lawn Games	\$2,200
Kids Corner / Family Activation RESERVED	\$1,500
Photo Backdrop CLAIMED	\$1,500
Music Marquee Letters	\$1000

WHY SPONSOR MUSIC IN THE VILLAGE?

Music in the Village offers sponsors something beyond traditional event advertising.



It's an opportunity to create an experience.

Rather than simply placing a logo on a poster, sponsors can have a physical presence within the event that visitors **see, interact with, photograph and remember**.

- Connect directly with the local community
- Build brand awareness in a highly visible Village setting
- Align your brand with music, community and local business
- Create an interactive experience for attendees
- Generate social media content and brand engagement
- Support a new annual community tradition
- Reach attendees in a relaxed, family-friendly environment

LET'S CREATE SOMETHING TOGETHER

We are happy to work with sponsors to tailor an activation to their objectives, audience and budget.

To discuss sponsorship opportunities, please contact:

kleinburgbia@gmail.com

Music in the Village – Kleinburg

October 17, 2026

Kleinburg Village, Ontario